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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

MSM 7523 - STRATEGIC KNOWLEDGE MANAGEMENT

(All sections / Groups)

28 JANUARY 2019
10.00 AM – 12.00 PM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages including cover page with 5 Questions only.
2. Answer Four (4) out of Five (5) Questions. The distribution of the marks for each question is given.
3. Please print all your answers in the answer Booklet provided.

Question 1

- (a) Value chain - a linked set of value-creating activities beginning with basic raw materials, coming from suppliers, moving on to a series of value-added activities involved in producing and marketing a prod/ service, ending with distributors getting the final goods to the ultimate consumer. The value chains of most industries can be divided into 2 segments, Describe :

- (i) Upstream value chain
- (ii) Downstream value chain

(10 Marks)

- (b) Corporate culture is the collection of beliefs, expectations and values learned and shared by a corporation's members. What is the attributes in term of (i) culture integration (ii) culture intensity

(15 Marks)

Question 2

- (a) In strategic operation issues, what is (i) Operating Leverage (ii) Experience Curve

(10 Marks)

- (b) What is Internal Factor Analysis Summary (IFAS) and explain how it helps to prioritize the organization strength and weaknesses?

(15 Marks)

Question 3

- (a) What are the 3 key issues that the corporate strategy deals with?

(10 Marks)

- (b) Stability strategy is one of the corporation's directional strategy. Explain three (3) popular stability strategies?

(15 Marks)

Continued...

Question 4

Strategic choice is to selecting the best strategy. After pros and cons of potential strategic alternatives have been identified and evaluated how the organization does select the best strategy?

(25 Marks)

Question 5

- (a) How do organization manage corporate culture in any strategy implementation?

(10 Marks)

- (b) Evaluation and control process ensures that the company is achieving what is set out to accomplish. Explain the five steps model in evaluation and control process?

(15 Marks)

End of Paper